

In the Claims

Please amend the claims as follows:

*Sub Cl 1*

1. (Currently Amended) An apparatus for customizing television content operable to run on a computing platform electrically coupled to a receiver which is electrically coupled to a display device, the apparatus operable to receive supplemental data from a supplemental data database maintained by a television service provider, the apparatus comprising:
  - 7        a television tuner/decoder operable to receive television signals from the television service provider and decode the received television signal;
  - 10      a supplemental data extractor operable to receive supplemental data from the television signal provider;
  - 12      a profile database operable to store a viewer profile; and
  - 13      a filter module electrically coupled to said profile database and to the supplemental data database extractor, said filter module operable to access the viewer profile and the supplement data and, in response, to select a preferred display component according to the viewer profile and the supplemental data, the preferred display component operable to target a particular viewer relative to other viewers by supplementing television content; and
  - 20      an overlay coupled to said television tuner/decoder to receive the decoded television signal and to said filter module to receive the preferred display component, said overlay operable to integrate said decoded television signal and said preferred display component for combined display via a display device.
- 1    2. (Original) The apparatus of Claim 1, further comprising a profile module operable to receive viewer demographic information and, in response, to generate the viewer profile.

1 3. (Original) The apparatus of Claim 2, wherein said profile  
2 module is operable to provide a demographic template to the viewer  
3 for receiving the viewer demographic information.

1 4. (Original) The apparatus of Claim 1, wherein the viewer  
2 profile contains demographic categories corresponding to input  
3 options comprising:

4 an age option;  
5 a race option;  
6 a gender option;  
7 a marital status option;  
8 an educational level option;  
9 a sexual preference option; and  
10 an income level option.

1 5. (Original) The apparatus of Claim 1, wherein the filter module  
2 comprises a selection algorithm operable to select a preferred  
3 display component according to the viewer profile and the  
4 supplemental data.

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1 6. (Currently Amended) A method performed on a computing platform  
2 that is associated with a display device and a receiver for  
3 providing functionality associated with an apparatus for  
4 customizing television content, the method comprising:

5 storing a viewer profile in a profile database;  
6 receiving a television signal from a television signal  
7 provider;  
8 receiving supplemental data from a display component database;  
9 accessing the viewer profile in the profile database and the  
10 supplemental data; and  
11 selecting a preferred display component in accordance with the  
12 viewer profile and supplemental data, the preferred display

13 component operable to target a particular viewer relative to other  
14 viewers; and

15 integrating the received television signal and the preferred  
16 display component for combined display to a viewer.

1 7. (Original) The method of Claim 6, further comprising wherein:  
2 said step of selecting a preferred display component in  
3 accordance with the viewer profile and supplemental data includes  
4 transmitted transmitting an abbreviated reference  
5 associated with a specific display component to the viewer  
6 from the television service provider;

7 automatically selecting an abbreviated reference via the  
8 computing platform at a viewer location in accordance with the  
9 viewer profile.

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11 requesting at the viewer location a preferred display  
12 component associated with the abbreviated reference from the  
13 television service provider; and

14 transmitting the preferred display component from the  
television service provider to the viewer location.

1 8. (Original) The method of Claim 6, further comprising the steps  
2 of:

3 receiving viewer demographic information; and  
4 generating the viewer profile according to the viewer  
5 demographic information.

1 9. (Original) The method of Claim 8, further comprising the step  
2 of providing a demographic template to the viewer to receive the  
3 viewer demographic information.

1 10. (Original) The method of Claim 6, wherein the viewer profile  
2 contains demographic categories corresponding to input options  
3 comprising:  
4       an age option;  
5       a race option;  
6       a gender option;  
7       a marital status option;  
8       an educational level option;  
9       a sexual preference option; and,  
10      income level.

11. (Currently Amended) A method performed on a computing platform  
for providing functionality associated with an apparatus for  
customizing television content, the method comprising:  
4       storing a viewer profile in a profile database at a viewer  
5 location;  
6       transferring the viewer profile from the viewer location to a  
7 television service provider;  
8       accessing the viewer profile transferred to the television  
9 service provider at a television service provider location and  
10 supplemental data provided by the television service provider,  
11 wherein the television service provider accesses the viewer profile  
12 and supplemental data;  
13       selecting a preferred display component in accordance with the  
14 viewer profile and supplemental data at the television service  
15 provider location, wherein the television service provider selects  
16 the preferred display component, and the preferred display  
17 component is operable to target a particular viewer relative to  
18 other viewers;  
19       transferring a television signal from the television service  
20 provider location to each viewer location;

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21       transferring the preferred display component from the  
22 television service provider location to the viewer location of a  
23 particular viewer associated with the viewer profile; and  
24       processing the preferred display component for viewer  
25 consumption; and  
26       integrating the received television signal and the preferred  
27 display component for combined display to a viewer.

1       12. (Original) The method of Claim 11, further comprising the  
2 steps of:

3       receiving viewer demographic information; and  
4       generating the viewer profile according to the viewer  
5 demographic information.

*B3*  
1       13. (Original) The method of Claim 12, further comprising the step  
2 of providing a demographic template to the viewer to receive the  
3 viewer demographic information.

1       14. (Original) The method of Claim 11, wherein the viewer profile  
2 contains demographic categories corresponding to input options  
3 comprising:

4       an age option;  
5       a race option;  
6       a gender option;  
7       a marital status option;  
8       an educational level option;  
9       a sexual preference option; and,  
10      income level

1       15. (Currently Amended) The method of Claim 11, further comprising  
2 wherein:

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3 the step of transferring the viewer profile from the viewer  
4 location to a television service provider transfers less than all  
5 of the information contained within the viewer profile from the  
6 viewer location to the television service provider.

*Sub C2*  
1 16. (New) The apparatus of claim 1, wherein:  
2 said overlay operate to integrate said decoded television  
3 signal and said preferred display component for display via a  
4 display device by displaying said decoded television signal in a  
5 first display area and said preferred display component in a second  
6 display area.

1 17. (New) The apparatus of claim 1, wherein:  
2 said supplemental data extractor is coupled to said television  
3 tuner/decoder to extract said supplemental data from said decoded  
4 television signal.

*B4*  
1 18. (New) The method of claim 6, wherein:  
2 said step of integrating the received television signal and  
3 the preferred display component for display displays the decoded  
4 television signal in a first display area and the preferred display  
5 component in a second display area.

1 19. (New) The method of claim 6, wherein:  
2 said step of receiving supplemental data from a display  
3 component database extracts the supplemental data from the  
4 television signal.

1 20. (New) The method of claim 11, wherein:  
2 said step of integrating the received television signal and  
3 the preferred display component for display displays the decoded

4 television signal in a first display area and the preferred display  
5 component in a second display area.

21. (New) The method of claim 11, wherein:

said step of transferring the preferred display component from  
the television service provider location to the viewer location  
extracts the preferred display component from the television  
signal.